

WXII 700 Coliseum Drive Winston-Salem, NC 27106 Main: (336)721-9944 Billing: (410)338-6432

Greer Margolis Mitchell Burns

Attention: Accounts Payable 1010 Wisconsin Ave, Suite 800

Washington, DC 20007

Invoice #	Invoice Date	Invoice Month	Invoice Period
943887-1	09/30/12	September 2012	08/27/12 - 09/24/12

Station Account Executive
WXII Fran Berg

Sales Office Sales Region
Eagle-Washingt National

Advertiser

Product SKED A -30'S Estimate Number 1536

Alt Order #

Obama/D/President

09/18/12 - 09/24/12

Billing Calendar

943887 07894910

<u>Billing Type</u> Deal #

Order #

Cash

Special Handling

Flight Dates

Broadcast

9912856

IDB#

Advertiser Code Product Code 95 101

Agency Ref Advertiser Ref

Send Payment To:

www.wxii12.com

Billing Address:

WXII PO Box 26888

Lehigh Valley, PA 18002-6888

								Spots/			
ne S	tart Date	End D	ate Desc	ription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
	9/18/12 class of Tin	09/21/ ne - Pre-	12 M-F \ emptible wit	WXII 12 News @ 5 h notice	a 5-6am	-TWTF	:30	4	\$110.00	NM	
W		Start Da 09/17/1			Spots/Week 4	<u>Rate</u> \$110.00					
S	pots: # Ch	Day	Air Date	Air Time Descrip	<u>otion</u>	Start/End Time	<u>Leng</u>	<u>lh Ad-ID</u>			Rate Type
	1 WX	III Tu	09/18/12	5:40 AM M-F W	XII 12 News @ 5 am	5-6am	:3	0 OFA12Z118			\$110.00 NM
	3 WX	II W	09/19/12	5:12 AM M-F W	XII 12 News @ 5 am	5-6am	:3	0 OFA12Z118			\$110.00 NN
	2 WX	II Th	09/20/12	5:41 AM M-F W	XII 12 News @ 5 am	5-6am	:3	0 OFA12Z118			\$110.00 NM
	4 WX	II F	09/21/12	5:13 AM M-F W	XII 12 News @ 5 am	5-6am	:3	0 OFA122118			\$110.00 NM
	9/24/12 lass of Tin	09/24/ ne - Pre-	12 M-F \	WXII 12 News @ 5 h notice	i a 5-6am	M	:30	1	\$110.00	NM	
W	eeks:	Start Da 09/24/1			Spots/Week 1	<u>Rate</u> \$110.00					
Sp	oots: # Ch	Day	Air Date	Air Time Descrip	otion	Start/End Time	Leng	th Ad-ID			Rate Type
	1 WX	M II	09/24/12	5:21 AM M-F W	XII 12 News @ 5 am	5-6am	:3	0 OFA12Z118			\$110.00 NM
	9/18/12 lass of Tin	09/21/ ne - Pre-	12 M-F \ emptible wit	WXII 12 News @ 6 h notice	6 a 6-7am	-TWTF	:30	4	\$250.00	NM	
W	eeks:	Start Da 09/17/1			Spots/Week 4	<u>Rate</u> \$250.00		-			
Sp	oots: # Ch	<u>Day</u>	Air Date	Air Time Descrip	<u>otion</u>	Start/End Time	<u>Leng</u>	th Ad-ID			Rate Type
	4 WX	il Tu	09/18/12	6:51 AM M-F W	XII 12 News @ 6 am	6-7am	:3	0 OFA12Z118			\$250.00 NM
	1 WX	II W	09/19/12	6:28 AM M-F W	XII 12 News @ 6 am	6-7am	:3	0 OFA12Z107	H		\$250.00 NM
	2 WX	II Th	09/20/12	6:22 AM M-F W	XII 12 News @ 6 am	6-7am	:3	0 OFA12Z107	H		\$250.00 NM
	3 WX	II F	09/21/12	6:58 AM M-F W	XII 12 News @ 6 am	6-7am	:	0 OFA12Z107	н		\$250.00 NN
	9/24/12 lass of Tin	09/24/ ne - Pre-	12 M-F v emptible wit	WXII 12 News @ 6 h notice	3 a 6-7am	<u> </u>	:30	1	\$250.00	NM	
W	leeks:	Start Da 09/24/1			Spots/Week 1	<u>Rate</u> \$250.00					
S	pots: <u>#</u> Ch	<u>Day</u>	Air Date	Air Time Descrip	<u>otion</u>	Start/End Time	<u>Leng</u>	th Ad-ID			Rate Type
	1 WX	II M	09/24/12	6:12 AM M-F W	XII 12 News @ 6 am	6-7am	::	0 OFA12Z107	H		\$250.00 NM
	9/18/12 Class of Tin	09/21/ ne - Imn		Today Show emptible without	7-9am notice	-TWTF	:30	4	\$175.00	NM	
W	/eeks:	Start Da			Spots/Week 4	<u>Rate</u> \$175.00					
Sı	pots: # Ch	<u>Day</u>	Air Date	Air Time Descrip	<u>otion</u>	Start/End Time	<u>Lenq</u>	th Ad-ID			Rate Type



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WXII
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943887-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A -30'S	1536

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e Start Date End Date Description Start/End Time	MTWTFSS	•	ots/ eek	Rate	Туре	
5 09/18/12 09/21/12 NBC Today Show 7-9am Class of Time - Immediately Pre-emptible without notice	-TWTF	:30	4	\$175.00	NM	
Spots: # Ch Day Air Date Air Time Description	Start/End Time	<u>Length</u> Ac	J-ID			Rate Type
2 WXII W 09/19/12 7:29 AM NBC Today Show	7-9am	:30 OF	A12Z118			\$175.00 NM
3 WXII Th 09/20/12 8:41 AM NBC Today Show	7-9am	:30 OF	A12Z118			\$175.00 NA
4 WXII F 09/21/12 8:44 AM NBC Today Show	7-9am	:30 OF	A12Z118			\$175.00 NA
6 09/24/12 09/24/12 NBC Today Show 7-9am Class of Time - Immediately Pre-emptible without notice	M	:30	1	\$175.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 09/24/12 09/30/12 M 1	<u>Rate</u> \$175.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	<u>Length</u> <u>Ac</u>	<u>I-ID</u>			Rate Type
1 WXII M 09/24/12 8:27 AM NBC Today Show	7-9am	:30 OF	A12Z118			\$175.00 NA
7 09/22/12 09/22/12 NBC Saturday Today 8-10am Class of Time - Immediately Pre-emptible without notice	s-	:30	1	\$125.00	NM	·
Weeks: Start Date 09/17/12 End Date 09/23/12 MTWTFSSS- Spots/Week 1	<u>Rate</u> \$125.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ac	I-ID			Rate Type
1 WXII Sa 09/22/12 9:21 AM NBC Saturday Today	8-10am	:30 OF	A12Z118			\$125.00 NA
8 09/23/12 09/23/12 NBC Sunday Today 8-9am Class of Time - Pre-emptible with notice	S	:30	1	\$225.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 09/17/12 09/23/12 S 1	<u>Rate</u> \$225.00					
Spots: # Ch Day Air Date Air Time Description	Start/End_Time	Length Ac	I-ID			Rate Typ
1 WXII Su 09/23/12 8:29 AM NBC Sunday Today	8-9am		A12Z118			\$225.00 N
9 09/23/12 09/23/12 NBC Meet the Press 9-10am Class of Time - Pre-emptible with notice	S	:30	1	\$225.00	NM	**
Weeks: Start Date End Date MTWTFSS Spots/Week 09/17/12 09/23/12 S 1	<u>Rate</u> \$225.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	<u>Length Ac</u>	<u>I-ID</u>			Rate Type
1 WXII Su 09/23/12 9:59 AM NBC Meet the Press	9-10am	:30 OF	A12Z107H		···	\$225.00 N
10 09/18/12 09/21/12 Live with Regis & Kelly 9-10AM Class of Time - Immediately Pre-emptible without notice	-TWTF	:30	4	\$65.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 09/17/12 09/23/12 -TwTF 4	<u>Rate</u> \$65.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	<u>Length</u> <u>Ac</u>				Rate Typ
4 WXII Tu 09/18/12 9:27 AM Live with Regis & Kelly	9-10AM		A12Z118			\$65.00 NI
3 WXII W 09/19/12 9:56 AM Live with Regis & Kelly	9-10AM		A12Z118			\$65.00 NI
2 WXII Th 09/20/12 9:51 AM Live with Regis & Kelly	9-10AM		A12Z107H			\$65.00 NM
1 WXII F 09/21/12 9:45 AM Live with Regis & Kelly	9-10AM	:30 OF	A12Z107H			\$65.00 NI
11 09/24/12 09/24/12 Live with Regis & Kelly 9-10AM Class of Time - Immediately Pre-emptible without notice	M	:30	2	\$65.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 09/24/12 09/30/12 M 2	<u>Rate</u> \$65.00					
Spots: # Ch Day Air Date Air Time Description	Start/End Time	<u>Length</u> Ac	<u> </u>			Rate Typ
2 WXII M 09/24/12 9:21 AM Live with Regis & Kelly	9-10AM		A12Z107H			\$65.00 N
1 WXII M 09/24/12 9:48 AM Live with Regis & Kelly	9-10AM	:30 OF	A12Z118	<u>.</u>		\$65.00 N
12 09/18/12 09/21/12 NBC Today Show II 10A-12N Class of Time - Immediately Pre-emptible without notice	-TWTF	:30	4	\$40.00	NM	
Weeks: Start Date 09/17/12 End Date 09/23/12 MTWTFSS - TWTF Spots/Week - TWTF	<u>Rate</u> \$40.00			-		
Spots: # Ch Day Air Date Air Time Description	Start/End Time	<u>Length</u> Ac	<u>1-ID</u>			Rate Typ
2 WXII Tu 09/18/12 10:56 AM NBC Today Show II	10A-12N	:30 OF	A12Z118			\$40.00 NI
1 WXII W 09/19/12 11:30 AM NBC Today Show II	10A-12N	:30 OF	A12Z118			\$40.00 N



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ine	Start Date	End Da	ate Des	cription	S	start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
	09/18/12 Class of Time	09/21/ e - Imm		Today S	how II 1	0A-12N æ	-TWTF	:30	4	\$40.00	NM	
	Spots: <u>#</u> Ch 3 WXI 4 WXI	<u>Dav</u> I Th	Air Date 09/20/12 09/21/12	<u>Air Tim</u> 10:59 A	e <u>Description</u> M NBC Today M NBC Today	! y Show II	Start/End Time 10A-12N 10A-12N	:30	Ad-ID OFA12Z118 OFA12Z118			Rate Type \$40.00 NM \$40.00 NM
	09/24/12 Class of Time	09/24/ e - Imm		Today S	how II 1 e without notice	0A-12N ce	M	:30	1	\$40.00	NM	
	Neeks:	Start Da 09/24/1:	te End C	Date MT	WTFSS	Spots/Week 1	Rate \$40.00					
	Spots: # Ch 1 WXI		Air Date 09/24/12		e Description M NBC Toda		Start/End Time 10A-12N		<u> Ad-ID</u>) 0FA12Z107F	I		<u>Rate</u> <u>Type</u> \$40.00 NM
	09/18/12 Class of Time	09/21/ e - Imm		WXII 12 e-emptible	News @ No-1 e without notice	2-1pm ce	-TWTF	:30	7	\$50.00	NM	
1		Start Da 9/17/1:			WTFSS WTF	Spots/Week 7	<u>Rate</u> \$50.00				! .	
;	Spots: # Ch 1 WXI		Air Date 09/18/12		e Description	1 12 News @ Noon	Start/End_Time 12-1pm		Ad-ID OFA12Z118			Rate Type
	6 WXI		09/18/12			12 News @ Noon	12-1pm		OFA122118			\$50.00 NM \$50.00 NM
	3 WXI		09/19/12			12 News @ Noon	12-1pm	•••	OFA12Z118			\$50.00 NM
	7 WXI		09/19/12			12 News @ Noon	12-1pm) OFA12Z107H	ı		\$50.00 NM
	4 WXI	l Th	09/20/12			12 News @ Noon	12-1pm	:30)) 0FA12Z107H	I		\$50.00 NM
	2 WXI	I F	09/21/12	12:11 F	MM-F WXII 1	12 News @ Noon	12-1pm	:30) OFA12Z118			\$50.00 NM
	5 WXI	l F	09/21/12	12:44 P	M M-F WXII 1	12 News @ Noon	12-1pm	:30) OFA12Z107H	1		\$50.00 NN
	09/24/12 Class of Time	09/24/ e - Imm		WXII 12 e-emptible	News @ No:1 e without notice	2-1pm æ	M	:30	1	\$50.00	NM	
	Ō	Start Da 9/24/1:	09/30		WTFSS	Spots/Week 1	<u>Rate</u> \$50.00					
;	Spots: # Ch		Air Date		e Description	-	Start/End Time		Ad-ID			Rate Type
	1 WXI	I M	09/24/12	12:29 P	M M-F WXII 1	12 News @ Noon	12-1pm	:30) OFA12Z118			\$50.00 NM
	09/18/12 Class of Time	09/21/ e - Imm		3-4P e-emptible	N e without notice	1-F 3-4P æ	-TWTF	:30	4	\$85.00	NM	
	7	Start Da 19/17/1:			WTFSS WTF	Spots/Week 4	<u>Rate</u> \$85.00					
:	Spots: # Ch 1 WXI	_	Air Date 09/18/12		e Description MM-F 3-4P	1	Start/End Time M-F 3-4P		<u>Ad-ID</u>) 0FA12Z118			Rate Type
	4 WXI		09/19/12		M M-F 3-4P		M-F 3-4P		OFA122118			\$85.00 NM \$85.00 NM
	2 WXI		09/19/12		MM-F 3-4P		M-F 3-4P) OFA12Z118			\$85.00 NM \$85.00 NM
	3 WXI		09/21/12		M M-F 3-4P		M-F 3-4P) OFA12Z118			\$85.00 NN
	09/24/12 Class of Time	09/24/		3-4P e-emotible	۸ e without notic	1-F 3-4P	M	:30	1	\$70.00	NM	
	Weeks:	Start Da	te End C	Date MT	WTFSS	Spots/Week 1	Rate \$70.00					
;	Spots: # Ch 1 WXI	<u>Day</u>	Air Date 09/24/12	Air Tim	e Description M M-F 3-4P	1	Start/End Time M-F 3-4P		<u>Ad-ID</u>) 0FA12Z107H	1		<u>Rate Type</u> \$70.00 NM
	09/18/12 Class of Time	09/21/ e - lmm			N e without notice	<i>I</i> I-F 4-5p	-TWTF	:30	4	\$150.00	NM	
	Weeks:	Start Da	te End C	Date MT	WTFSS	Spots/Week 4	Rate \$150.00					
,	Spots: # Ch		Air Date		e Description	•	Start/End Time	Lenati	Ad-ID			Rate Type
	1 WXI		09/18/12		M DR. OZ	-	M-F 4-5p		OFA12Z118			\$150.00 NM
							M-F 4-5p	.3) OFA12Z118			\$150.00 NM
	2 WXI	ı w	09/19/12	4:18 P	M DR. OZ		181-1 -4-0P		,			Q100.00 1111
	2 WXI 4 WXI		09/19/12 09/20/12		M DR. OZ M DR. OZ		M-F 4-5p) OFA12Z107H	1		\$150.00 NM



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Obama/D/President	SKED A -30'S	1536

www.wxii12.c	om										
								Spots/			
Line Start	Date	End Date	e Desc	cription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
18 09/1		09/21/12			M-F 4-5p	-TWTF	:30	4	\$150.00	NM	
Clas	s of IIme	e - Immed	diately Pre	emptible without r	notice						
19 09/2		09/24/12			M-F 4-5p	M	:30	1	\$125.00	NM	
Week		tart Date		e-emptible without relate MTWTFSS	Spots/Week	Rate		 			
1100		9/24/12	09/30/	_	1	\$125.00					
Spots	: <u>#</u> Ch		Vir Date	Air Time Descrip		Start/End Time		h Ad-ID			Rate Type
	1 WXII	M 0	9/24/12	4:20 PM DR. OZ	<u> </u>	M-F 4-5p	:3	O OFA12Z118			\$125.00 NM
20 09/1 Clas		09/21/12 - Immed		WXII 12 News @ 5 e-emptible without	p 5-6pm notice	-TWTF	:30	4	\$175.00	NM	
Weel	_	Start Date 19/17/12	End D 09/23/		Spots/Week 4	<u>Rate</u> \$175.00					
Spots	:: <u>#</u> Ch		Air Date	Air Time Descrip		Start/End Time		h Ad-ID			Rate Type
1	3 WXII		9/18/12		XII 12 News @ 5 pm	5-6pm		0 OFA12Z118			\$175.00 NM
1	1 WXII		09/19/12		XII 12 News @ 5 pm	5-6pm		O OFA12Z118			\$175.00 NM
İ	2 WXII	-	09/20/12		XII 12 News @ 5 pm	5-6pm		0 OFA12Z118			\$175.00 NM
<u></u>	4 WXII	F 0	9/21/12	5.56 PM M-F VV	XII 12 News @ 5 pm	5-6pm		0 OFA12Z118			\$175.00 NM
21 09/2 Clas		09/24/12 - Immed		WXII 12 News @ 5 e-emptible without r		M	:30	1	\$150.00	NM	
Weel		Start Date 19/24/12	End D 09/30/		Spots/Week 1	<u>Rate</u> \$150.00					
Spots	i: <u>#</u> Ch		Air Date	Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
	1 WXII	M C	9/24/12	5:28 PM M-F W	XII 12 News @ 5 pm	5-6pm	:3	O OFA12Z118			\$150.00 NM
22 09/1 Clas		09/21/12 - Pre-er	M-F	WXII 12 News @ 6 th notice	6 p 6-630pm	-TWTF	:30	4	\$600.00	NM	
Weel	-	Start Date 19/17/12	End D 09/23/		Spots/Week 4	Rate \$600.00					
Spots	i: <u>#</u> Ch	Day A	Air Date	Air Time Descrip	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
Ì	1 WXII	Tu C	09/18/12	6:12 PM M-F W	XII 12 News @ 6 pm	6-630pm		O OFA12Z118			\$600.00 NM
	2 WXII		9/19/12		XII 12 News @ 6 pm	6-630pm		O OFA12Z118			\$600.00 NM
	3 WXII		09/20/12		XII 12 News @ 6 pm	6-630pm		0 OFA12Z107			\$600.00 NM
<u></u>	4 WXII	FC	09/21/12	6:19 PM M-F W	XII 12 News @ 6 pm	6-630pm	:3	0 OFA12Z107I	1		\$600.00 NM
23 09/2 Clas		09/24/12 e - Pre-er	M-F mptible wi	WXII 12 News @ 6 th notice	6 p 6-630pm	M	:30	1	\$600.00	NM	
Weel		Start Date 19/24/12	End C 09/30		Spots/Week 1	<u>Rate</u> \$600.00					
Spots	s: <u>#</u> Ch	Day A	Air Date	Air Time Descrip	<u>otion</u>	Start/End Time	Leng	h Ad-ID			Rate Type
	1 WXII	I M C	09/24/12	6:12 PM M-F W	XII 12 News @ 6 pm	6-630pm	:3	O OFA12Z107I	<u> </u>		\$600.00 NM
24 09/1 Clas		09/21/12 e - Pre-e	M-S	un Nightly News th notice	630p-7p	-TWTF	:30	4	\$600.00	NM	
Weel	cs: S	Start Date 09/17/12		ate MTWTFSS	Spots/Week 4	Rate \$600.00					
Spot	s: <u>#</u> Ch		Air Date	Air Time Descrip	otion	Start/End Time		th Ad-ID			Rate Type
	2 WXI		09/18/12	6:51 PM M-Sun	Nightly News	630p-7p	:3	0 OFA12Z118			\$600.00 NM
	1 WXI		09/19/12	7:00 PM M-Sun	• •	630p-7p		0 OFA12Z107	1		\$600.00 NM
	4 WXI		09/20/12	6:51 PM M-Sun		630p-7p		0 OFA12Z118			\$600.00 NM
	3 WXI	IF (09/21/12	7:00 PM M-Sun	Nightly News	630р-7р	:	0 OFA12Z118			\$600.00 NM
25 09/2 Clas		09/24/12 e - Pre-e	2 M-S mptible wi	un Nightly News ith notice	630p-7p	M	:30	1	\$600.00	NM	
Wee		Start Date 09/24/12			Spots/Week 1	<u>Rate</u> \$600.00					
Spot	s: # Ch		Air Date	Air Time Descri	ption	Start/End Time	Leng	th Ad-ID			Rate Type



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ine Start Date End Date Description Start/End Time	MTWTFSS	Spots/ Length Week	Rate	Туре	
25 09/24/12 09/24/12 M-Sun Nightly News 630p-7p Class of Time - Pre-emptible with notice	M	:30 1	\$600.00	NM	
Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WXII M 09/24/12 7:00 PM M-Sun Nightly News	Start/End Time 630p-7p	<u>Length</u> <u>Ad-ID</u> :30 OFA12Z118			Rate Type \$600.00 NM
26 09/23/12 09/23/12 Su WXII 12 News @ 6 pπ6-630pm Class of Time - Pre-emptible with notice	S	:30 1	\$225.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 09/17/12 09/23/12 S 1	<u>Rate</u> \$225.00				
Spots: # Ch Day Air Date Air Time Description 1 WXII Su 09/23/12 6:21 PM Su WXII 12 News @ 6 pm	Start/End Time 6-630pm	<u>Length Ad-ID</u> :30 OFA12Z118			Rate Type \$225.00 NM
27 09/18/12 09/21/12 Inside Edition 7-730pm Class of Time - Pre-emptible with notice	-TWTF	:30 4	\$400.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 09/17/12 09/23/12 -TWTF 4	<u>Rate</u> \$400.00			<u>-</u> -	
Spots: # Ch Day Air Date Air Time Description 1 WXII Tu 09/18/12 7:14 PM Inside Edition	Start/End Time 7-730pm	Length Ad-ID :30 OFA12Z118			<u>Rate Type</u> \$400.00 NM
4 WXII W 09/19/12 7:28 PM Inside Edition	7-730pm	:30 OFA12Z118			\$400.00 NM
3 WXII Th 09/20/12 7:27 PM Inside Edition	7-730pm	:30 OFA12Z118			\$400.00 NM
2 WXII F 09/21/12 7:27 PM Inside Edition	7-730pm	:30 OFA12Z107H			\$400.00 NM
28 09/24/12 09/24/12 Inside Edition 7-730pm Class of Time - Pre-emptible with notice	M	:30 1	\$225.00	NM	
Weeks: Start Date 09/24/12 End Date 09/30/12 MTWTFSS M Spots/Week 1	<u>Rate</u> \$225.00				
Spots: # Ch <u>Day Air Date Air Time Description</u> 1 WXII M 09/24/12 7:28 PM Inside Edition	Start/End Time 7-730pm	<u>Length</u> <u>Ad-ID</u> :30 оға12z107н			<u>Rate Type</u> \$225.00 NM
29 09/18/12 09/21/12 Entertainment Tonight 730-8pm Class of Time - Pre-emptible with notice	-TWTF	:30 4	\$375.00	NM	·
Weeks: Start Date End Date MTWTFSS Spots/Week 09/17/12 09/23/12 -TWTF 4	<u>Rate</u> \$375.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type
3 WXII Tu 09/18/12 7:39 PM Entertainment Tonight	730-8pm	:30 OFA12Z118			\$375.00 NM
2 WXII W 09/19/12 7:55 PM Entertainment Tonight 1 WXII Th 09/20/12 7:55 PM Entertainment Tonight	730-8pm 730-8pm	:30 OFA12Z118 :30 OFA12Z107H			\$375.00 NM
4 WXII F 09/21/12 7:46 PM Entertainment Tonight	730-8pm	:30 OFA122107H			\$375.00 NM \$375.00 NM
30 09/24/12 09/24/12 Entertainment Tonight 730-8pm	M	:30 1	\$225.00	NM	9373.00 Telef
Class of Time - Immediately Pre-emptible without notice			•		·
Weeks: Start Date End Date MTWTFSS Spots/Week 09/24/12 09/30/12 M 1	<u>Rate</u> \$225.00				
Spots: # Ch Day Air Date Air Time Description 1 WXII M 09/24/12 7:55 PM Entertainment Tonight	Start/End Time 730-8pm	Length Ad-ID :30 OFA12Z118			<u>Rate Type</u> \$225.00 NM
32 09/24/12 09/24/12 VOICE Prime Other Class of Time - Pre-emptible with notice	М	:30 1	\$2,000.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 09/24/12 09/30/12 M 1	<u>Rate</u> \$2,000.00				
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WXII M 09/24/12 9:18 PM VOICE	Start/End Time Prime Other	<u>Length Ad-ID</u> :30 ОFA12Z107H			<u>Rate Type</u> \$2,000.00 NM
33 09/18/12 09/18/12 VOICE 8-9pm Class of Time - Pre-emptible with notice	-Т	:30 1	\$1,500.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 09/17/12 09/23/12 -T 1	<u>Rate</u> \$1,500.00				
Spots: # Ch Day Air Date Air Time Description	Start/End Time	Length Ad-ID			Rate Type



Send Payment To:
WXII
PO Box 26888
Lehigh Valley, PA 18002-6888

Invoice #	Invoice Date	Invoice Month	Invoice Period
943887-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A -30'S	1536

www.	wxii12.com										
								Spots/			
Line	Start Date	End Date	Desc	ription	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	<u> </u>
35	09/19/12 Class of Tin	09/19/12 ne - Pre-em	L&O : optible with		10-11pm	W	:30	1	\$1,600.00	NM	
	Weeks:	Start Date 09/17/12	End Da 09/23/1		Spots/Week 1	Rate \$1,600.00					
	Spots: # Ch			Air Time Descr		Start/End Time		th Ad-ID			Rate Type
	1 WX	II W 09	9/19/12	10:32 PM L&O	<u>svu</u>	10-11pm	:3	0 OFA12Z11	3		\$1,600.00 NM
36	5 09/21/12 Class of Tiπ	09/21/12 ne - Pre-em	DATE		10-11pm	F	:30	1	\$1,000.00	NM	
	Weeks:	Start Date 09/17/12	09/23/1		Spots/Week 1	<u>Rate</u> \$1,000.00					_
	Spots: # Ch			Air Time Descri		Start/End Time		h Ad-ID	•		Rate Type
	1 WX	II F US	9/21/12	10:31 PM DATE		10-11pm	:3	0 OFA12Z107	/H		\$1,000.00 NM
37	7 09/18/12 Class of Tin	09/22/12 ne - Immed	M-Su iately Pre-	WXII 12 News (emptible withou	② 111-1135pm I notice	-TWTFS-	:30	4	\$250.00	NM	
	Weeks:	Start Date 09/17/12	End Da 09/23/1		Spots/Week 4	<u>Rate</u> \$250.00		_			
	Spots: # Ch			Air Time Descri		Start/End Time		th Ad-ID	_		Rate Type
ľ	4 WX		9/18/12		WXII 12 News @ 11	•		0 OFA12Z118			\$250.00 NM
Į.	3 WX 2 WX		9/19/12 9/21/12		WXII 12 News @ 11 WXII 12 News @ 11			0 OFA12Z118			\$250.00 NM
ŀ	1 WX		9/22/12		WXII 12 News @ 11	•		10 OFA12Z118 10 OFA12Z118			\$250.00 NM \$250.00 NM
\vdash	_					711 11-11-13-pin		OFATELLI	, 		3250.00 TAIN
38	3 09/24/12 Class of Tiπ	09/24/12 ne - Immedi		WXII 12 News (emptible withou		M	:30	1	\$250.00	NM	
	Weeks:	Start Date 09/24/12	End Da 09/30/1		Spots/Week 1	<u>Rate</u> \$250.00					
	Spots: # Ch 1 WX		<u>ir Date</u> 9/24/12	Air Time Description 11:30 PM M-Su	<u>ription</u> WXII 12 News @ 11 _I	Start/End Time om 11-1135pm		<u>th Ad-ID</u> IO OFA12Z118	3		<u>Rate Type</u> \$250.00 NM
39	09/18/12 Class of Tim	09/21/12		Tonight Show	1135pm-1237am	-TWTF	:30	4	\$100.00	NM	
	Weeks:	Start Date 09/17/12		ate MTWTFSS	Spots/Week 4	<u>Rate</u> \$100.00					
	Spots: # Ch			Air Time Descri	ription	Start/End Time	Lengi	h Ad-ID			Rate Type
	3 WX	II Tu 09	9/18/12	12:31 AM NBC	Tonight Show	1135pm-1237ar	n :3	O OFA12Z118	3		\$100.00 NM
	2 WX		9/19/12	12:08 AM NBC	_	1135pm-1237ar	n :3	0 OFA12Z10	7н		\$100.00 NM
	4 WX		9/20/12	11:58 PM NBC	•	1135pm-1237ar		0 OFA12Z118			\$100.00 NM
	1 WX	II F 09	9/21/12	12:19 AM NBC	Tonight Show	1135pm-1237ar	n :3	0 OFA12Z118			\$100.00 NM
40	09/18/12 Class of Tin	09/21/12 ne - Pre-em	Late I	Night w/Jimmy F h notice	alloi1237xm-136xm	-TWTF	:30	4	\$30.00	NM	
	Weeks:	Start Date 09/17/12	End Da 09/23/1		Spots/Week 4	<u>Rate</u> \$30.00					
[Spots: # Ch		ir Date	Air Time Desc		Start/End Time		th Ad-ID			Rate Type
			9/18/12		Night w/Jimmy Fallon	1237xm-136xm		0 OFA12Z118			\$30.00 NM
	2 WX		9/19/12		Night w/Jimmy Fallon	1237xm-136xm		0 OFA12Z118			\$30.00 NM
	3 WX		9/20/12		Night w/Jimmy Fallon	1237xm-136xm		0 OFA12Z107			\$30.00 NM
	1 WX	IIF 09	9/21/12	1:09 AM Late	Night w/Jimmy Fallon	1237xm-136xm	:3	0 OFA12Z10	7H		\$30.00 NM
4	1 09/22/12 Class of Tin	09/22/12 ne - Immed		Saturday Night I emptible withou	ive 1130pm-1am t notice	S-	:30	1	\$120.00	NM	
	Weeks:	Start Date 09/17/12	End Da 09/23/		Spots/Week 1	Rate \$120.00					
	Spots: # Ch	Day A		Air Time Desc	ription Saturday Night Live	Start/End Time 1130pm-1am		th <u>Ad-ID</u> 30 ofa12z103	7н		Rate Type \$120.00 NM
42	2 09/23/12	09/23/12	NFL:	Sunday Prime G	ame815p-12a	S	:30	1	\$1,600.00	NM	***************************************
	Class of Tin	ne - Immed	lately Pre	-emptible withou	t notice						



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Invoice #	Invoice Date	Invoice Month	Invoice Period
943887-1	09/30/12	September 2012	08/27/12 - 09/24/12

Advertiser	Product	Estimate Number
Obama/D/President	SKED A -30'S	1536

Spots/

www.wxii12.com

ne S	Start Date	End Date	Description	1	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
W	/eeks:	Start Date 09/17/12	End Date 09/23/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$1,600.00					
S	pots: # Ch			ime Descrip		Start/End Time		h <u>Ad-ID</u>			Rate Type
	1 WX	II Su 09	/23/12 11:01	PM NFL S	inday Prime Games	815p-12a	:3	0 OFA12Z107H	1		\$1,600.00 NN
	9/22/12 Class of Tin	09/22/12 ne - Pre-em	Notre Dame		ND Football	S-	:30	1	\$350.00	NM	
V	/eeks:	Start Date 09/17/12	End Date 09/23/12	MTWTFSS	Spots/Week 1	<u>Rate</u> \$350.00					
S	pots: # Ch	Day Air	r Date Air T	ime Descrip	otion	Start/End Time		h <u>Ad-ID</u>			Rate Type
	1 W	II Sa 09	/22/12 9:14	PM Notre D	ame Football	ND Football	:3	O OFA12Z107	1		\$350.00 NN
	9/23/12 Class of Tin	09/23/12 ne - Pre-em	NFL Pre-G		7-8p/9p/4p	S	:30	1	\$550.00	NM	
V	/eeks:	Start Date 09/17/12	End Date 09/23/12	MTWTFSS S	Spots/Week 1	<u>Rate</u> \$550.00					
S	pots: # Ch			ime Descrip		Start/End Time		h <u>Ad-ID</u>			Rate Type
	1 WX	II Su 09	/23/12 7:08	PM NFL Pr	e-Game	7-8p/9p/4p	:3	O OFA12Z118			\$550.00 NM
	9/24/12 Class of Tin	09/24/12 ne - Pre-em	NBC Tonig	ht Show ce	1135pm-1237am	M	:30	1	\$100.00	NM	
V	leeks:	Start Date 09/24/12	End Date 09/30/12	MTWTFSS M	Spots/Week 1	<u>Rate</u> \$100.00					
S	pots: # Ch	Day Air	<u>r Date</u> <u>Air T</u>	ime Descrip	<u>otion</u>	Start/End Time	Lengt	h <u>Ad-ID</u>			Rate Type
	1 W	(II M 09	/24/12 12:09	AM NBC T	onight Show	1135pm-1237am	1 :3	O OFA12Z118			\$100.00 NM
						Total Spots	•	95			

Gross Tota

\$26,590.00

Agency Commission

\$3,988.50

Net Amount Due

\$22,601.50

Payment Terms 30 Days